

**ANNEX B**

**CRISIS COMMUNICATIONS PLAN**  
**(PUBLIC INFORMATION)**

**I. Purpose**

It is important to have a single, controlled source of information from city government in order to coordinate what is released and to avoid misinformation and public panic regarding disaster operations.

**II. Responsibility**

The Assistant to the City Manager will operate as the Public Information Officer (PIO) for the City of Ankeny. All information released from the City will be forwarded through the PIO. The PIO will operate out of the emergency operations center.

The PIO will have a supporting staff as needed to assist in the public information functions and ensure the capability of 24-hour operations when required.

**III. Line of Succession**

The line of succession for the City of Ankeny PIO is as follows:

Assistant City Manager (2)  
City Clerk

**IV. City of Ankeny Media Relations**

Media contacts should be routed to the PIO. Employees of the City should *not* release information to the media unless instructed by the PIO. City Administration should be notified in all cases with a summary (or copy) of the information released so that they have knowledge of this information and the person who presented the information to the media/public at large.

**V. Media Release Point**

Release of information to members of the press will occur at the Ankeny Media Release Point (MRP) in the EOC. Information will be released by the PIO or an authorized representative. The information will also be released to the Emergency Alert System (EAS) through WHO-AM radio via telephone, two-way radio or other communications means.

Briefings and conferences will be held at intervals which will be determined at the time, depending upon the situation.

**VI. Citizen Inquiry Center**

The PIO will designate a Citizens Inquiry Center (CIC) if needed. The CIC will be located in or near the EOC and will operate 24 hours a day during the disaster period answering inquiries from the public and passing information received to the Information Center and assistance requests to the EOC.

Telephones required for the CIC will be coordinated with the Communications Officer (Communications Annex).

Personnel (operators) in the CIC may be city employees or volunteers.

**VII. Information Dissemination****a. Radio and Television**

- EAS procedures for activation: implementation of the EAS system will be through WHO-AM Radio (Iowa EAS Operational Area Des Moines). Ankeny officials may request activation of the EAS through the broadcast station WHO-AM Radio serving only the affected area.
- Information requiring immediate broadcast will be telephoned to the National Weather Service and WHO-AM (1040) Radio if appropriate. Routine information will be given to the media through the MRP briefings and news conferences.

**b. Printed Material**

- Printed material, such as newspaper supplements, flyers, brochures, etc. will be prepared and/or approved at the local information center before release.
- Printed material (except newspaper supplements) will be delivered to local printing resources and distributed at the direction of the PIO.
- Emergency public information newspaper supplements will be delivered to the Ankeny Press-Citizen newspaper and the Des Moines Register.

**VIII. Authentication**

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Date

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City Manager